

TO WHOMSOEVER IT MAY CONCERN

Eenadu Television Private Limited (“ETPL”) published its RIO in compliance with TRAI’s amendments to Interconnection Regulations and Tariff Order dated 01-Jan-2020. In this regard the relevant information in compliance with the provision of Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff Order 2017 (as amended) is as under:

Sr. No.	Name of Channel	Nature of Channel	Genre	Maximum retail price of the channel per subscriber per month (in Rs. excluding applicable taxes, levies and cess)
1.	ETV Telugu	Pay	General Entertainment	22.00
2.	ETV Plus	Pay	General Entertainment	3.00
3.	ETV Cinema	Pay	Movies	4.00
4.	ETV Abhiruchi	Pay	General Entertainment	1.00
5.	ETV Life	Pay	General Entertainment	0.50
6.	ETV Andhra Pradesh	Pay	News & Current Affairs	0.50
7.	ETV Telangana	Pay	News & Current Affairs	0.50
8.	ETV HD	Pay	General Entertainment	25.00
9.	ETV Plus HD	Pay	General Entertainment	4.50
10.	ETV Cinema HD	Pay	Movies	6.00
11.	ETV Balbharat- Telugu	Pay	Kids	4.00
12.	ETV Balbharat- Hindi	Pay	Kids	4.00
13.	ETV Balbharat- Punjabi	Pay	Kids	4.00
14.	ETV Balbharat- Marathi	Pay	Kids	4.00
15.	ETV Balbharat- Gujarati	Pay	Kids	4.00
16.	ETV Balbharat- Malayalam	Pay	Kids	4.00
17.	ETV Balbharat- Kannada	Pay	Kids	4.00
18.	ETV Balbharat- Tamil	Pay	Kids	4.00
19.	ETV Balyabharat- Bangla	Pay	Kids	4.00
20.	ETV Balyabharat- Odia	Pay	Kids	4.00
21.	ETV Balyabharat- Assamese	Pay	Kids	4.00
22.	ETV Balbharat – English	Pay	Kids	4.00
23.	ETV Balbharat SD	Pay	Kids	4.00
24.	ETV Balbharat HD	Pay	Kids	5.00

The revised composition of bouquets shall be as listed below. Further, kindly also note that ETPL’s modified Reference Interconnection Offer effective 01-12-2021 has been uploaded on our website.

SR No	Name of Bouquet	Name of constituent channels in bouquet	Maximum retail price of the bouquet per subscriber per month (in Rs. excluding applicable taxes, levies and cess)
1	ETV Family Pack	ETV Plus, ETV Cinema, ETV Abhiruchi, ETV Life, ETV Andhra Pradesh, ETV Telangana, ETV Balbharat Telugu	09.00
2	ETV Family Pack -1	ETV Plus, ETV Cinema, ETV Abhiruchi, ETV Life, ETV Andhra Pradesh, ETV Telangana, ETV Balbharat SD	09.00
3	ETV HD Family Pack	ETV Plus HD, ETV Cinema HD, ETV Abhiruchi, ETV Life, ETV Andhra Pradesh, ETV Telangana, ETV Bhalbharat HD	12.00

Note: The above information is being published without prejudice and is subject to the final outcome of any ongoing appeal/litigation and/or any regulatory changes. We further reserve the right to modify the RIO in terms of TRAI’s Regulations and further court order(s).